

Retail Tissue in India

May 2024

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Retail Tissue in India - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Retail tissue continues to benefit from evolving hygiene practices and habit persistence Boxed facial tissues and paper towels remain the fastest growing categories in the Indian market Continued growth in the share of retail e-commerce

PROSPECTS AND OPPORTUNITIES

Growing awareness and rising standard of living to drive steady growth in the forecast period Environmental concerns regarding retail tissue products will continue to limit growth

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